Framing the Day

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Day Facilitator
Emerging Wisdom
Activity: Networking the Ecosystem
Forum Background & Context Overview

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St. Louis Equity in Entrepreneurship Collective
Background

• Growing entrepreneurship ecosystem

• Significant individual and organizational-efforts focused on training and supporting individuals
  • African American: 8.3% to 8.6%
  • Latino: 10% to 20.8%
  • Female: between 40-43%

• Continued gap in outcomes across demographic groups

Source: 2016 Kauffman Index
Outcome Gaps - Black Women & Funding

- **$36,000**: Average raised by Black Women Startups
- **$1.3MM**: Average raised by failed startups in the US
- **5**: Number of Black Women Venture Partners
- **1,630**: Number of White Male Venture Partners
- **24**: Number of Venture Deals with Black Women Founders (2012-2014)
- **10,238**: Number of total venture deals (2012-2014)

Source: ProjectDiane & digitalundivided
Outcome Gaps - Women & Leadership

- 55 "unicorn companies"
  - 354 board director seats - 22 held by women

- 13% of VC goes to female founders

Pay Gap:
- Women earn 77% of male counterparts
- African American women earn 60% of white male counterparts
- Latina women earn 55% of what their white male counterparts
- Younger women (ages 18 to 24) earn 88% of what their male counterparts

Source:
Fortune Magazine, Deloitte, Pew Research/Forbes
Company Founder Success

https://dhcdvms.wordpress.com/2017/02/14/creating-a-successful-entrepreneurial-ecosystem/
St. Louis’ Opportunity

• Kauffman Inclusion Challenge Grant
  • 12 initial partners submitted on behalf of region
  • Expand to all interested

• St. Louis’ Unique Award
  • Largest award
  • Only ecosystem focus
  • One of only equity focus

• $420K to fund actions, technical assistance, evaluation and documentation
Today’s Purpose

1. Data
2. Building individual equity awareness and organizational capacity
3. System evaluation and optimization
4. Other ideas
5. Documentation and evaluation
Scope of Work

- Race and Gender EQUITY
- EARLY-STAGE, TECH-BASED, Entrepreneurship
- Development, Support & Investment ECOSYSTEM
Equity Primer

Nicole Hudson
Deputy Mayor for Racial Equity and Priority Initiatives
City of Saint Louis
The first step is
The first step is admitting that you
The first step is admitting that you have an opportunity
“I always wondered why somebody doesn’t do something about that. Then I realized I was somebody.”

– Lily Tomlin
“Who knew my theatre degree would come in handy in so many ways?”

– Me
Equality = Everyone gets the same

Equity = Everyone gets what they need
Equity: A state in which outcomes are no longer predictable by gender/identity group.
STL can be a region where all people, businesses, and communities thrive. Where interconnectedness is our strength. Where empathy and respect drive citizens to be informed, engaged, and invested in their families, neighborhoods, and the region as a whole.
#CompromisingSince1820
Look!

Look At These Homes NOW!
An entire block ruined by negro invasion. Every house marked “X” now occupied by negroes. ACTUAL PHOTOGRAPH OF 4300 WEST BELLE PLACE.

Save your home! Vote for segregation!
“Equity is not a feeling, it’s an outcome”

– Me
“Winning was easy, young man. Governing's harder.”
– George Washington, *Hamilton*
“Washing one’s hands of the conflict between the powerful and the powerless means to side with the powerful, not to be neutral.”

– Paulo Freire
Equity calls us to
Equity calls us to

- develop an awareness of how gender and race—as a social construct—impacts experiences and outcomes for different identity groups
Equity calls us to

• develop an awareness of how gender and race—as a social construct—impacts experiences and outcomes for different identity groups

• examine how systems and institutions create and perpetuate inequities
Equity calls us to

• develop an awareness of how gender and race—as a social construct—impacts experiences and outcomes for different identity groups
• examine how systems and institutions create and perpetuate inequities
• actively transform our institutions so that within and across we can no longer predict outcomes by identity group
# A Path to Racial Equity

## Awareness of Inequity

- **Regional**
- **Institutional**
- **Individual**

## Understanding of Why Inequity Exists

- **Awareness**
  - Education
  - "Lifting the veil"

- **Understanding**
  - Uncomfortable:
    - Learnings
    - Explorations
    - Considerations
    - History

- **Transforming**
  - Focus on data and outcomes
  - New and intentional:
    - Habits
    - Policies
    - Choices
    - Behavior

## Transforming Towards Equity

- **Awareness**
  - Diversity, Inclusion, Tolerance, Cultural Competency, Race as a social construct

- **Understanding**
  - Institutional racism, Intersectionality, Internalized oppression, Internalized superiority

- **Transforming**
  - Disaggregated data, Racial Equity Lens, Structural Racism, Equity-driven strategy, Liberation

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FORWARD THROUGH FERGUSON
The Path: Examine Your Current State
The Path: Examine Your Current State

- Data
The Path: Examine Your Current State

- Data
- Language
The Path: Examine Your Current State

- Data
- Language
- Culture
The Path: Reach Out to Others
The Path: Reach Out to Others

• Share what you’ve learned
The Path: Reach Out to Others

- Share what you’ve learned
- Seek Input
The Path: Plan Your Steps
The Path: Plan Your Steps

- Choose your words
The Path: Plan Your Steps

- Choose your words
- Create space for the work
The Path: Plan Your Steps

- Choose your words
- Create space for the work
- Determine success criteria
The Path: Plan Your Steps

- Choose your words
- Create space for the work
- Determine success criteria
- Develop a systemic strategy
The Path: Take Action
The Path: Take Action

- Implement
The Path: Take Action

- Implement
- Check and adjust
STL can be a region where all people, businesses, and communities thrive. Where interconnectedness is our strength. Where empathy and respect drive citizens to be informed, engaged, and invested in their families, neighborhoods, and the region as a whole.
Yes, and > No, but
“History has its eyes on you.”

– Hamilton
Equity Primer Audience Poll

“What questions do you still have about equity?”

“What do you think is the benefit to St. Louis of equity in entrepreneurship?”
Activity: Reflections on the Future

“About what would you like to learn more?”

“What questions, if any, are arising for you?”
Break
Panel: Equity In the Ecosystem
Activity: Equity Pathway
Think Tanks

• Data Transparency and Accountability: Room 211
  • Measuring equity and sharing data

• Intentional Network Cultivation: Room 212
  • Diversifying networks of mentorship & leadership

• Coordinated Investment in M/WBE Skill Development and Capacity: Room 217
  • Aligning entrepreneur development activities

• Unbiased Concentration & Distribution of Resources: Room 204
  • How time, talent and treasure (investment) is distributed
Next Steps

• Summit Report Issued: December 15
  • Summary of learnings/action priorities
  • Collective organizing structure

• Action Team Signup: December 31

• First Meetings: January 2018

• Progress Report: July 2018

• Annual Report and Sustainability Plan: December 2018